



## TOP MARKETINGPLAN 2016



**TOP INTERNATIONAL**  
HOTELS & CORPORATE PARTNERS



## ACTIVITIES 2016

### TOP ACTIVITIES FOR YOUR SUCCESS

**This new marketing plan combines the activities from TOP INTERNATIONAL Hotels, TOP City&CountryLine (TOP CCL) which represents the TOP exclusive line (exclusive activities marked in Green) our marketing alliance partner Falkensteiner Hotels & Residences (marked in Blue) and VCH-Hotels Deutschland (marked in Orange). Starting on the 01st January 2016 until 31st December 2016 the activity plan includes a lot of activities which will be organized for the first time (marked in Red).**

### HOW DOES THE HOTEL WORK WITH THE ACTIVITY PLAN

The structure of TOP INTERNATIONAL Hotels asks for certain flexibility, therefore, changes in the time schedule might occur. In order to make the use of the marketing plan more efficiently, we suggest to concentrate on the following points:

- Addresses- or contact reports will not be given out without any proof of its purposes.
- Sales activities are to be found on the homepage [www.topinternational.com](http://www.topinternational.com)
- Short summaries for various trade fairs will be given at [www.topinternational.com](http://www.topinternational.com) under press room. Certain fairs have a co exhibitor contribution fee. Key travel trade fairs as ITB are meant to be meeting points for hoteliers and clients. All partners are most welcome to join in and take full advantage of our corporate stand.

This activity plan and permanent communication with the TOP/TOP CCL Head Office combined with attendance to TOP trainings will ensure to get the most out of the partnership with TOP INTERNATIONAL Hotels & Corporate Partners. The training dates are set depending on urgency, new hotel staff and/or individual requests by hotels. We urge every partner to at least participate once a year in a training. Next to explanations on the fast moving development in electronic distribution the training will assist the hotel staff in understanding the meaning of successful handling of the TOPREZ system.



## NEW IN 2016

### **RE-INVENTING THE RATE STRUCTURE**






Giving the customer the right price and unbeatable value for the money he is willing to invest. Sounds quite easy! But with many different guest opinions, hotels nowadays struggle between over-price structuring or just offering one rate. Too many rates and choices could confuse the customer. On the other hand the risk is high to lose the customer with only one rate offered. TOP has re-invented the rate structure and is taking pricing to the next level. Now member hotels can offer the dynamic, dual mealplan option to guests. But this is not the only change coming in 2016. AARO –Annual Availability Roll Over– a 360 days ahead inventory and rates technique plus the implementation of High Peak Pricing for merchant partners, rather than closing them out, predict prosper new business opportunities.

### **“CONTENT IS KING” AND “ONE PICTURES TELLS MORE THAN A THOUSAND WORDS”**

Image distribution for hotel representations is becoming increasingly important and complex. Just as many portals as there are in the world, as different are the requirements of those booking sites on size, number and resolution of the hotel photos. To be up-to-date in a centralized environment gets very difficult and sometimes changes need still to be done manually. In addition, the development of mobile devices will be able to present even higher quality photos in the near future. Therefore, looking ahead TOP has signed a long-term partnership with the company LEONARDO. The implementation phase of the existing image material has already begun and the main goal for 2016 is to have this database completely updated.









### **ATTRACTING DIRECT BOOKINGS WITH REAL TIME RATE PARITY CHECK**

With a fresher look and upgraded technical features the new IBE (Internet Booking Engine) of TOP will be widely launched and spread among the properties in 2016. Next to long wanted enhancements f.e. optional address guaranteed, non-credit card guarantee bookings and cloud based speed, the individual TOP Corporate Partners received their own customized frame with CI branded colour coding and layout. Next step will be the implementation of the interfaced real time rate parity check. Hotels using the TOP’s IBE technology will receive this unique tool for showing the end-user on the hotels individual site that this is the place to get the best rate guaranteed. Within the widget the rates for different OTA’s and travel portals will be displayed on a real time basis.













CALENDAR	ACTIVITIES/EVENTS	LOCATION	DESCRIPTION	VISIT	STAND
<b>JANUARY</b>					
	 HAPPY DAYS go online		Special submenu created for arrangements in TOP Hotels on the top.com website incl. online booking facility		
08. Jan – 10. Jan 16	 Reisemarkt Rhein-Neckar-Pfalz	Mannheim	Local end user fair		X
15. Jan – 16. Jan 16	Reisebörse	Potsdam	Public fair in shopping center		X
14. Jan – 17. Jan 16	 Ferien Messe Wien	Vienna	Local end user fair		X
	Distribution brochure -Meetings & Incentives-		Distribution brochure -Meetings & Incentive- to conference and seminar organizers		
13. Jan – 17. Jan 16	Vakantiebeurs	Utrecht	Dutch end user fair		
15. Jan – 17. Jan 16	Reise & Freizeit	Zwickau	Local end user fair		
16. Jan – 24. Jan 16	C.M.T.	Stuttgart	Local end user fair		
tba	Distribution TOP CCL Guide 2016				
	 Sales Manager Meeting	tba	Yearly meeting of VCH Sales Managers		
	Interactive TOP brochures		Enhanced version of online in- teractive TOP MEETING brochure with outside links and request forms		
23. Jan – 24. Jan 16	 SPAdirekt Kongress	Baden-Baden	Special spa and wellness congress and workshop		X
28. Jan – 31. Jan 16	Fespo	Zurich	Local end user fair Switzerland		
29. Jan – 31. Jan 16	Dresdner ReiseMarkt	Dresden	Local end user fair		
	Sales Meeting	Duesseldorf	Combining the Sales forces of TOP, Falkensteiner and VCH		
	Yearly company turnover request		Mark this date for the most im- portant figures for Sales action		
	Groups Welcome		Launch of TP.com submenu “Espe- cially for group travel” dedicated for tour- and coach bus organizers listing hotels perfectly located and well established in group travel. Selected hotels only.		

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<b>JANUARY</b>					
	■ IBE Tracking Pixel		Individual tracking pixel implementation in new TOP-Connect IBE completed		
	■ Consortia Check up		TOP Hotels guarantee 10% off BAR dynamic pricing plus 10% commission for consortia emailing		
<b>FEBRUARY</b>					
	■ HOLIDAYCHECK trial		Starting of trial period with two selected TOP destinations cross linking and ad		
	-Ready to book-consortia mailing		Official announcement to all consortia connected travel agencies that TOP / TOP CCL Hotels are live and bookable on the electronic systems		
	■ Re-inventing the rate structure part I		Part I covers the reminder for the AARO – Annual Availability Roll Over. A 360 days ahead inventory and rates technique		
01. Feb – 02. Feb 16	German Hotel Congress	Berlin	German hoteliers meet and discuss future trends	X	
	■ IIQcheck Implementation		Questionnaire on usage of the new IBE and post departure mailing started		
04. Feb – 08. Feb 16	Salon des Vacances	Brussels	Belgian local end user fair		
11. Feb – 13. Feb 16	BIT fair	Milan	Travel trade professional and end user fair in Italy		
	■ WF packages		Finalizing update of existing and new online bookable packages for wellnessREZ properties		
10. Feb – 14. Feb 16	free Freizeitmesse	Munich	Local end user fair		
11. Feb – 13. Feb 16	■ Willo-Leitungskongress	Hannover	trade fair christian		X
17. Feb – 21. Feb 16	Reisen	Hamburg	Local end user fair		
20. Feb – 21. Feb 16	Fiets en Wandelbeurs	Amsterdam	Dutch local end user fair		
24. Feb – 25. Feb 16	Business Travel Show	London	International corporate and conference organizers trade fair	X	
24. Feb – 28. Feb 16	■ Freizeit Garten Messe	Nuremberg	end user fair		X
	■ Development TOP		“Success by TOP” advertisement series		

CALENDAR	ACTIVITIES/EVENTS	LOCATION	DESCRIPTION	VISIT	STAND
<b>FEBRUARY</b>					
	Company rates loading check		Mailing to all hotels, checking company rates loadings and following TOPREZ clean up		
	ITB development		aggressive development acquisition action for attending hoteliers and hotel owners to the ITB 2015		
	 GATEWAY		new strategic B2B partner focusing on retail sites for Travel Agents, Wholesalers, Tour Operators and OTAs		
<b>MARCH</b>					
01. Mar 16	LOCATIONS	Mannheim	conference organizers trade fair		
04. Mar – 06. Mar 16	 Beauty Fair	Duesseldorf	Wellnessfinder.com in co-operation with THALGO Cosmetics	X	
09. Mar – 13. Mar 16	ITB fair	Berlin	International travel trade and end user fair. Meeting point for all hoteliers and possibility of appointment scheduling on our stand		X
11. Mar – 13. Mar 16	Ferienmesse	Freiburg	Local end user fair		
tba	 VCH Telemarketing Action	tba	Contacting key accounts and potential clients		
11. Mar – 16. Mar 16	INTERNORGA	Hamburg	Food, beverage and kitchen equipment exhibition	X	
	 Content is King campaign		Getting our LEONARDO picture database filled with up to date content, starting with German destinations		
	 Wellness Winning Game		Production of flyer and roll up for winning game and wellnessletter subscribers		
tba	 Sales Drive	tba	Sales Drive Action VCH-Hotels		
17. Mar – 20. Mar 16	TUR fair	Gothenburg	Leading tourism and travel trade fair in Scandinavia		
	Content update		New database for hotel picture distribution		
23. Mar – 26. Mar 16	M.I.T.T. fair	Moscow	Russian outgoing fair. In cooperation with ALPHA Travel Consultants, Berlin		
tba	 Sales Drive	tba	Sales Drive Action VCH-Hotels		
	 FIT Reisen		Combination of advertisement campaigns focused on Wellnessfinder.com online bookable packages		











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<b>MARCH</b>					
	 HOLIDAYCHECK trial		Starting of trial period with two selected TOP destinations cross linking and ad		
	 TRIVAGO interface		Newest technologies and customer needs urge for an important upgrade of the existing TOPREZ interface. The programming will start in March 2016		
	Consortia 2nd round		Last chance to be included in the preferred programs		
	 Customized IBE		Launch of individual Corporate Partners TOP-Connect IBE in their special CI		
<b>APRIL</b>					
	 Development TOP		"Success by TOP" advertisement series ctd. with "Quality by TOP"		
13. Apr– 15. Apr 16	 Caritas Congress	Berlin	Christian fair for conference business		X
14. Apr– 16. Apr 16	 Christlicher Gesundheitskongress	Kassel	Christian fair for health being		X
17. Apr– 19. Apr 16	GTM – German Travel Mart	Magdeburg	Germany incoming leisure business fair. Limited number of co exhibitor spaces available		X
tba	TOP Development	Dortmund	training lessons at the Tourism university for upcoming hoteliers and hotel owners		
	 HOLIDAYCHECK trial		Starting of trial period with two selected TOP destinations cross linking and ad		
	 Wellnessletter		Special spa and wellness offers for bank holidays		
	 Sales Drive	tba	Sales Drive Action VCH-Hotels		
	 Commission clearing		Possible renewing or changing the commission processing partner of TOP		
	 Company contracting		Empowering sales leads and unsolicited bids for 2017 via Lanyon market leads		
	Quarterly company turnover request		Mark this date for the most important figures for Sales action		
	 Hotels4u		new strategic B2B partner focusing on retail sites in the UK, partner of TUI		

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<b>APRIL</b>					
25. Apr – 28. Apr 16	ATM – Arabian Travel Market	Dubai	Travel trade professional fair in Saudi Arabia		X
19. Apr – 21. Apr 16	IMEX fair	Frankfurt	International trade fair for conference- / seminar organizers		
<b>MAY</b>					
	Re-inventing the rate structure part II		Part II covers the High Peak Pricing for merchant partners, rather than closing them out		
	TOP packages		Getting ready for the summer. Collecting and loading packages for TOP properties on TOP.com		
	Google AdWords		Campaign focused on specific individual hotels		
	HRG Travel Kick off Meeting	tba	Presentation on the upcoming RFP season for the HRG consortia program	X	
	-Group tariffs 2017- rate request		Collection of -Group tariffs 2017-		
	HOLIDAYCHECK		Evaluation of results and discussion on contractual terms with Holiday- check for individual TOP Hotels		
	Consortia Check up		TOP Hotels guarantee 10% off BAR dynamic pricing plus 10% commisi- on for consortia emailing		
25. May – 29. May 16	Katholikentag Leipzig	Leipzig	public fair organized by catholic christians		X
<b>JUNE</b>					
	BCD Travel Kick off Meeting	tba	Presentation on the upcoming RFP season for the BCD consortia program	X	
	FIT Reisen		Combination of advertisement cam- paigns focused on Wellnessfinder. com online bookable packages		
	Rate / Hotel Information 2017		Collection of rates for 2017		
	Preperation Company negotiations		Outlining and selection of Key account companies		
tba	HEDNA meeting	Berlin	system meeting with chief executive of travel industry	X	
	FOREREZ.com		new strategic B2B partner focusing on retail sites		
	Development TOP		"Success by TOP" advertisement series ctd. with "Efficiency by TOP"		












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CALENDAR	ACTIVITIES/EVENTS	LOCATION	DESCRIPTION	VISIT	STAND
<b>JUNE</b>					
	 TRIPADVISOR trial		Starting of trial period with selected TOP destinations for instant booking linking		
	 New market Romania		TOP Introduction into Romania with new properties press conference and partner of Peacock Hotels		
06. Jun – 07. Jun 16	MEXCON	Berlin	Meeting Expert Conference for MICE Business		
	Distribution of corporate company turnovers		Distribution of turnover statistics to corporate clients		
	Sales-Meeting	Düsseldorf	1/2 year review of Corporate sales staff		
	Requalification 2017		Requalification for existing companies and new company acquisition based on hotel feedback and figures.		
20. Jun 16	 DER Corporate Kick off Meeting	Frankfurt	Introduction on the upcoming RFP season for the DER corporate programs	X	
tba	 Sales Drive	tba	Sales Drive Action VCH-Hotels		
18. Jun – 26. Jun 16	Kieler Woche	Kiel	Local end user fair		
<b>JULY</b>					
	 Wellnessletter		Special spa and wellness offers for summer		
	 TOP-Control		Channelmanagement made by TOP. A new challenging project with ambitious goals		
05. Jul – 07. Jul 16	 RDA Workshop	Cologne	Coach- and bus organizer travel trade fair	X	
	 TRIPADVISOR		Evaluation of results and discussion on contractual terms with Tripadvisor for individual TOP Hotels		
14. Jul 16	LOCATIONS	Stuttgart	conference organizers trade fair		
	Consortia Selection 2017		Hotel selection on various consortia participation for 2017		
	 BOOKING.com		Direct connect via our partner PEGASUS Solutions to one of the leading European hotel portals		
	 TOP fair appearance		Redesign of the TOP CI and fair appearance for the next three years term		








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<b>JULY</b>					
	TRIVAGO interface		Newest technologies and customer needs urge for an important upgrade of the existing TOPREZ interface. With big emphasis the new interface will go LIVE within the high demand booking/travel period.		
	Company contracting		RFP season 2017 starts		
	Wellnessletter		Newsletter send to over 20.000 registrars.		
15. Jul – 17. Jul 16	Diga, Schloss Beuggen	Rheinfelden	Local end user fair		X
31. Jul 16	Corporate company turnover requests		Turnover request of the top companies for preparation of the negotiations 2017		
<b>AUGUST</b>					
	Customer Journey Pixel		Individual cookie implementation in new TOP-Connect IBE completed		
	Content is King campaign		Getting our LEONARDO picture database filled with up to date content, continuing with neighboring European destinations		
	Development TOP		"Success by TOP" advertisement series ctd. with "Technology by TOP"		
	WF packages		Update of existing and new online bookable packages for wellnessREZ properties		
<b>SEPTEMBER</b>					
tba	Sales Drive	tba	Sales Drive Action VCH-Hotels		
07. Sep – 08. Sep 16	Swiss Office Management	Zurich	Conference-/Seminar organizer fair		
	Preparation -Marketing Plan 2017-		TOP/TOP CCL hotels send their input and requests for the planning 2017		
	Re-inventing the rate structure part III		Part III covers the dual mealplan rate structure for maximum customer choice satisfaction		
	TOP packages		Winter in the city. Collecting and loading packages for TOP properties on TOP.com		

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<b>SEPTEMBER</b>					
	 Business Intelligence Reporting		Searching new clients in local markets with the new Business Intelligence Report from our partner PEGASUS		
07. Sep – 09. Sep 16	WTM - World Travel Market	London	International travel trade and end user fair. Meeting point for all hoteliers and possibility of appointment scheduling at our stand.		X
06. Sep – 09. Sep 16	fvw Congress	Essen	B2B congress for hotels, travel agents, airlines and OTA's		
tba	 Sales Drive	tba	Sales Drive Action VCH-Hotels		
	Preparation brochure - Meetings 2017 -	Dusseldorf	Start of collecting information for the Brochure - Meetings 2017 -		
	Company contracting		RFP season 2017 and renegotiations ongoing		
	 AIRTOUR		new strategic B2B partner focusing on retail sites in Israel and Middle East		
tba	DER CBU 2017	Frankfurt	Selection of DER City Breaks Unlimited Hotel participation for 2017. Exclusively for TOPREZ full members		
	 Wellnessletter		Newsletter send to over 20.000 registrars.		
28. Sep – 01. Oct 16	 Reha Care	Duesseldorf	end user fair		X
<b>OCTOBER</b>					
tba	 Sales Drive	tba	Sales drive Action VCH-Hotels		
	 WF packages		Static and stand alone packages update for base fee WF properties		
	Merchant Negotiations		Renegotiate of merchant renewal contracts 2016 on topics margins, upgraded and biased listings		
	 FIT Reisen		Combination of advertisement campaigns focused on Wellnessfinder.com online bookable packages		
	 Development TOP		"Success by TOP" advertisement series ctd. with "Personality by TOP"		

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<b>OCTOBER</b>					
	Quarterly company turnover request		Mark this date for the most important figures for Sales action		
	■ Preparation brochure - TOP CCL Guide 2017 -		Start of collecting information for the Brochure - TOP CCL Guide 2017 -		
	■ Wellnesspackages update		Updating pricing and packages for Wellnessfinder.com properties		
	Preparation brochure - TOP Hotel Directory 2017 -		Start: Collecting information for the - TOP Hotel Directory 2017 -		
	■ TRIPTEASE		Real time rate parity check widget programmed and ready for hotel implementation. Selected hotels only.		
	Merchant marketing		Preparation of various marketing actions with Merchant partners		
	■ Consortia Check up		TOP Hotels guarantee 10% off BAR dynamic pricing plus 10% commission for consortia emailing		
26. Oct – 27. Oct 16	■ Consozial	Nuremberg	Local end user fair		X
<b>NOVEMBER</b>					
	■ HRS.com		Direct connect via our partner PEGASUS Solutions to one of the leading European hotel portals		
	Sales Requalification		Check up with accepted / rejected company selections		
	Company contracting		First acceptances / rejections are going out to the hotels		
16. Nov – 20. Nov 16	Touristik & Caravaning	Leipzig	Local end user fair		
	■ Content is King campaign		Getting our LEONARDO picture database filled with up to date content, continuing with rest of the world destinations		
	Kick off Meeting PEGS 2017	Birmingham	Strategy, structure, enhancements and planning 2017 with our technology provider PEGASUSolutions		

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<b>NOVEMBER</b>					
	 Calendar mailing		1.000 desktop calendars mailing to partners, clients and potential clients from the TOP Head Office		
tba	Wellnessgipfel	tba	Germany finest wellness and spa hotels conference		
tba	SpaCamp	tba	Exchange thoughts with professionals in spa treatments in order to optimize distribution of wellness and spa services		
29. Nov – 01. Dec 16	IBTM	Barcelona	International trade fair for conference- / seminar organizers		
	 Google AdWords		Campaign focused on Wellnessfinder.com landing page		
<b>DECEMBER</b>					
tba	 Santa Clause Sales Drive 	various destinations	Sales Drive Action VCH-Hotels		
	 Wellnessletter		Newsletter send to over 20.000 registrars		
	 ADONIS.com		Implementation of interface with B2B wholesale market leader in Turkey		
	Sales Meeting	Dusseldorf	Sales round up of the results in 2016 and projection 2017		
	 Development TOP		"Success by TOP" advertisement series concluded with summarized ad "Success made by TOP"		

## THE PARTNERS



Conferencefinder.com lists extraordinary conference hotels, conference centres and event locations, serving as a preferred planning tool for seminar and event organisers. Simple enquiry options and standardised offer retrieval enable easy comparisons and decisions for the perfect choice. As well as the online function, a personal conference service offering advice and assistance is also available to customers at no cost. Planning and booking events cannot be any easier!



TOP INTERNATIONAL takes over wellnessfinder.com, one of the leading internet platforms in German speaking Europe. The outstanding placement in search engines under the criteria wellness is used by over 100 hotels, carefully selected and upmarket properties, for additional marketing activities in the wellness segment and to offer their specific services and packages.



VCH-Hotels (Association of Christian Hotelkeepers e.V.) has been in existence for over 110 years. The partner hotels of this association represent the mindset of Christian hospitality, social engagement and fair trade. These attributes are reflected in the VCH slogan „On the road and yet at home“. The 3 and 4 stars hotels as well as the monasteries with their offerings of culture, meeting places and vacation packages are open to a wide variety of guests. These criteria are all represented in the partnership of TOP International and VCH-Hotels.



**GÜNNEWIG**

Hotels & Restaurants

The Günnewig Hotels & Restaurants are a privately owned German group with over 50 years of tradition. All Günnewig Hotels, which are mainly four star hotels, are based in good locations and provide excellent services to their guests. This includes meetings and business trips as well as holidays and city breaks. In addition to the hotels, Günnewig also runs the Restaurant Top 180 and the Bar & Lounge M 168 based in the Rhine Tower. It is the highest building in Düsseldorf.

**embrace**

At the beginning of Embrace there is the idea not to divide the world into winners and losers. The Embrace Hotels embody and improve this concept – accessible in the literal and figurative sense, experiential for everyone. The association draws strength from diversity. The range of personnel – whether handicapped or not, the variety of hotels – from city hotel to spa and conference hotel as well as the variety of guests – whether handicapped or not – who share our notion of Embrace. That is what the partnership TOP INTERNATIONAL and EMBRACE stands for.



“Welcome Home” is not a slogan to us, but our mission to make you feel at home during your holiday in one of more than 30 Falkensteiner Hotels & Residences in Austria, Italy, Croatia, Slovakia, Serbia and the Czech Republic. From the mountains to the sea, from hiking to luxury, from the spa to the golf course, be it just for two or as a family, enjoy a dream holiday in our 4- and 5-star hotels. Experience a unique combination of alpine tradition and the southern way of life.

# TOPREZ NG CONNECTS YOU TO THE WORLD

## GDS-Systems

**Connect** your hotel to the world's GDS and become available to thousands of professional travel bookers.



## Pegasus IDS sites

**Connect** your hotel to the Pegasus IDS-powered sites and be available for sale through major online travel brands.



## Call Centre

**Connect** your hotel to 44 international call centre, the reservation agent will be happy to book at your hotel.



## Direct Connects

**Connect** your hotel to major travel websites and profit from our preferred partner agreements.







### Preferred Partner

**Connect** your hotel to preferred partner websites and increase your listing position and market. Samples:

priceline™



### DER City Breaks

**Connect** your hotel to Europe's most comprehensive wholesaler City Breaks program.



### Hotel website IBE

**Connect** your website to our innovative website booking engine and sell accommodation plus additional services on your website.



### Meta search sites

**Connect** your hotel with evolving rate comparison and hotel review sites as Trivago. Special implemented rate structures ensure a high conversion ratio.





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